GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2658
ANSWERED ON:19.12.2003
CONSUMPTION OF COFFEE
KOLUR BASAVANAGOUD

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether there is a need to boost the domestic consumption of coffee in the country;

(b) if so, whether there is any proposal to provide funds for generic promotion of coffee to boost its domestic consumption; and

(c) if so, the amount proposed to be spent in this regard during 2003-04 particularly in Karnataka?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) Yes, Sir.

(b)& (c) In order to promote/enhance the domestic consumption of coffee, the Coffee Board is already implementing a plan scheme viz. Market Development with an exclusive component for promotion of domestic consumption of coffee, during the 10th Five Year Plan. Under the scheme the Board has been undertaking several initiatives such as:-

- Participation in important national festivals/exhibitions.
- Organising coffee festivals in potential locations in the country
- Aggressive generic promotion efforts through public relation campaigns.
- Providing intensive training on roasting and brewing coffee by conducting Kaapi Shastra courses in different locations.
- Carrying out annual domestic market research surveys to study the coffee consumption trends in the country.

For promotion of coffee consumption in the country, the Board proposes to spend Rs. 14.10 crore during the 10th Plan period out of which Rs. 2 crore have been earmarked for the current year. State-wise allocation of funds for promotion of domestic coffee consumption is not made.